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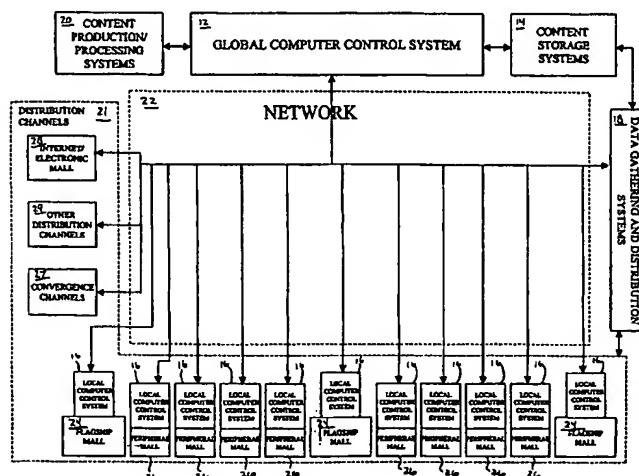
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[Continued on next page]

(54) Title: IMPROVED SYSTEM FOR SEAMLESSLY INTEGRATING MULTIPLE NEW AND EXISTING PRODUCT, SERVICE, ENTERTAINMENT, PROGRAMMING AND INFORMATION DISTRIBUTION CHANNELS INCLUDING PHYSICAL AND ELECTRONIC MALLS



(57) Abstract: A system (10) for seamlessly integrating multiple new and existing product, service, entertainment, programming and information distribution channels (21) including physical (24) and electronic malls (28) through a computer controlled fiber optic broadband network (22). The system (10) facilitates the delivery of entertainment, brand programming, products and services to consumers throughout the world, twenty-four hours a day, seven days a week, employing and seamlessly integrating the existing physical retail mall infrastructure and the relatively new electronic mall accessible over the Internet.



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INTERNATIONAL SEARCH REPORT

International application No.

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A. CLASSIFICATION OF SUBJECT MATTER

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US CL :Please See Extra Sheet.

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/1, 14, 26, 27; 345/87; 359/67, 55, 58, 62; 235/383, 385, 380, 472, 462, 381

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

Please See Extra Sheet.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|---------------|--|-------------------------|
| X --- Y | US 5,392,066 A (FISHER et al) 21 February 1995, col. 2-6, figure 2 | 1-10 ----- 11-23 |
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| A | US 5,250,789 (JOHNSEN) 05 October 1993, col. 5-10 | 32-49 |

☒ Further documents are listed in the continuation of Box C.
 ☐ See patent family annex.

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C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
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| A | US 5,821,513 A (O'HAGAN et al) 13 October 1998, col. 4-13 | 32-49 |
| A | US 5,859,414 A (GRIMES et al) 12 January 1999, col. 5-12 | 32-49 |

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IPC (7):

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B. FIELDS SEARCHED

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search terms: retail or physicia stores, malls, display, advertising, promotional, products, display device, screens, Internet...